

**STRATEGY OF INTEGRATED MARKETING COMMUNICATION  
DE TJOLOMADOE BY PT. SINERGI COLOMADU**



**Arranged as one of the requirements to complete the Undergraduate Study Program at the  
Department of Communication, Faculty of Communication and Informatics**

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**SCIENTIFIC PUBLICATION**

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# STRATEGY OF INTEGRATED MARKETING COMMUNICATION DE TJOLOMADOE BY PT. SINERGI COLOMADU

## Abstrak

Komunikasi pemasaran merupakan suatu kegiatan yang bertujuan untuk menyampaikan suatu pesan kepada konsumen melalui berbagai media oleh suatu perusahaan. Dalam konsep komunikasi pemasaran terpadu yang dilakukan oleh PT. Sinergi Colomadu menggunakan *marketing tools* yang diaplikasikan di De Tjolomadoe. Penelitian ini ditelaah menggunakan pendekatan teori komunikasi dari Laswell untuk menggambarkan proses komunikasi mengenai strategi dari konsep *Integrated Marketing Communications* yang dilakukan oleh PT. Sinergi Colomadu. Metode dalam penelitian ini yaitu menggunakan deskriptif kualitatif dengan teknik pengumpulan data dengan menggunakan wawancara mendalam (*in depth interview*) dan observasi. Informan dalam penelitian ini adalah General Manager PT. Sinergi Colomadu, Sales & Marketing Manager PT. Sinergi Colomadu dan dua staff dari Marketing Communication PT. Sinergi Colomadu. Observasi dilakukan di De Tjolomadoe. Hasil dari penelitian ini menunjukan bahwa strategi komunikasi pemasaran terpadu yang di jalankan oleh PT. Sinergi Colomadu menggunakan konsep dari komunikasi pemasaran terpadu yaitu *advertising, sales promotion, personal selling, public relations, dan direct marketing*.

**Kata kunci:** Komunikasi Pemasaran Terpadu, Komunikasi Pemasaran, De Tjolomadoe.

## Abstract

Marketing communication is an activity that aims to convey a message to consumers through various media by a company. In the concept of integrated marketing communication carried out by PT. Sinergi Colomadu uses the marketing tools applied at De Tjolomadoe. This research is analyzed by using a communication theory approach from Laswell to describe the communication process regarding the strategy of the Integrated Marketing Communications concept carried out by PT. Sinergi Colomadu. The method in this research is using descriptive qualitative data collection techniques with in-depth interviews and observation. The informants in this study were the General Manager of PT. Sinergi Colomadu, Sales & Marketing Manager of PT. Sinergi Colomadu and two staff from Marketing Communication PT. Sinergi Colomadu. Observations were made at De Tjolomadoe. The results of this study indicate that the integrated marketing communication strategy implemented by PT. Sinergi Colomadu uses the concept of integrated marketing communication, namely *advertising, sales promotion, personal selling, public relations, and direct marketing*.

**Keywords:** Integrated Marketing Communication, Marketing Communication, De Tjolomadoe.

# **1. INTRODUCTION**

## **1.1. Background**

Marketing communication has a crucial role in providing information, persuading, and reminding consumers directly or indirectly about the brands and products that a company sells. The importance of a communication strategy in integrated marketing communication, which can help ensure that marketers use all types of communication channels that exist in promoting target markets, usually this strategy can build customer awareness of their products, this strategy will encourage marketers to promote to audiences who have targeted to be able to receive persuasive messages through all marketing channels in the concept of integrated marketing communication, so that this activity will strengthen in moving consumers in the decision-making process. Marketing communication plays an important role in realizing what a company aspires to be, namely an increase in sales that has an impact on the whole of a company in generating sales profits and company sustainability (Martina, (Raj), Javalgib, & Ciravegna, 2020). According to Kusniadji (2016), marketing communication can also be said as an activity that aims to convey a message to consumers using various media so that communication can produce three stages of change, namely changes in knowledge, changes in attitudes and changes in desired actions.

According to Swastha & Irawan (2005), marketing communication is the process of developing and implementing various forms of persuasive communication programs to customers on an ongoing basis. Marketing communication is a form of communication that can strengthen marketing strategies. Therefore, in promotional activities, marketing communications must be able to convey a good message to consumers. Without marketing communication, consumers or the public will not be aware of the existence of the product in the market. The fundamental thing about a marketing strategy is that a company can interact with potential customers in communication (Prisgunanto, 2014).

Marketing strategy is basically a comprehensive, integrated, and unified plan in the field of marketing that can provide guidance on the activities to be carried out in order to achieve the marketing objectives of a company. In other words, a marketing strategy is a set of goals and objectives, policies and rules that give direction to a company's marketing efforts over time. The right marketing technique cannot be implemented without good communication from the company that will be conveyed to consumers because communication and marketing are inseparable things. An effective communication strategy definitely requires a good planning

method or means of communication in marketing communication which refers to the media or channels of effective communication for marketing activities. Likewise, tourism marketing aims to inform, persuade, introduce and increase tourist consumers so that potential tourists have the desire to visit (Misdrinaya, 2017).

Marketing communication is a form of communication that aims to strengthen the existence of a marketing strategy. So far, the communication paradigm in the efforts of a company to attract consumers is only by means of advertising and promotion. Meanwhile nowadays, with the emergence of various innovations in communication tools, messages and audiences, companies are turning to integrated marketing communications, known as integrated marketing communication (IMC). According to Aesthetika & Febriana (2017), Integrated Marketing Communication is not only applied in the sale of tangible goods or benefits that can be measured economically (money), but also a promotional strategy that can be applied to an effort to introduce tourist attractions in an area with the main objective of promotional activities that being introduced tourist attractions to local and foreign tourists. Meanwhile, according to Holm (2006), the emergence of integrated marketing communication (IMC) is an important example in marketing development. This has influenced the thinking and actions of all companies and organizations that are facing the reality of intense competition in the open economy.

Karanganyar is a city located in Central Java – Indonesia. Addressed at Jalan Adi Sucipto No. 1, Karanganyar, which directly makes De Tjolomadoe on the outskirts of the city of Karanganyar and directly adjacent to the city of Solo. Its strategic location and holds a lot of cultural history makes De Tjolomadoe currently visited by many migrants from outside the city and even outside the island. So it is no wonder that De Tjolomadoe has become a place of history and an admired icon because it still has a lot of potential that can still be optimized, where the factory founded by Mangkunegaran IV in 1861 stopped operating in 1998 and has been revitalized by PT. Sinergi Colomadu is a venue for musical performances, sporting events, seminars, corporate events and other events that meet international standards.

To realize the potential of the former sugar factory, several State-Owned Enterprises (BUMN), namely PT. PP (Persero) Tbk, PT. PP Properti Tbk, PT. Prambanan Temple Tourism Park, Borobudur, Ratu Boko (Persero), and PT. Jasa Marga Properti, which later formed a consortium called PT. Sinergi Colomadu was formed to manage the results of De Tjolomadoe's

revitalization by raising the concept of culture and MICE (Meeting, Incentive, Convention, Exhibition) center which is located in a strategic location with easy access from airports, stations, terminals, and roads to the cities of Solo, Yogyakarta and Semarang.

The revitalization stage is built while maintaining existing historical value and wealth. De Tjolomadoe is managed by PT. Sinergi Colomadu, which is a place of educational heritage and a tourism center, which was developed with the aim of driving the regional economy by making De Tjolomadoe a commercial area. PT. Sinergi Colomadu in collaboration with PT. Airmas Asri is carrying out its revitalization construction by following the principles of cultural heritage.

De Tjolomadoe is an area of a former sugar factory that has implemented an integrated marketing communication strategy which is managed by PT. Sinergi Colomadu. De Tjolomadoe is a former building for the Colomadu Karanganyar Sugar Factory which from the beginning was designed to be developed as a center for educational tourism activities which has now been converted into a museum and has a concert hall with international standards, a cultural center, a concert hall, a MICE venue (Meeting, Incentive, Convention, and Exhibitions), a commercial area to support local, national and international cultural or social events with a touch of heritage as an added value. Positioning carried out by PT. Sinergi Colomadu is designed so that the products offered at De Tjolomadoe gain trust and a definite impression in the minds of consumers by implementing an integrated marketing communication strategy.

## **1.2. Literature Review**

### **1.2.1. Marketing Communication**

According to Kotler & Keller (2012), marketing communication is a means used by a company as an effort to provide information, which can be in the form of introducing new products, informing products or services provided by the company, reminding consumers directly or indirectly about the products or services they provide, selling and persuading consumers to shift their choice of products or services offered to encourage consumers to buy or use products or services from the company. Furthermore, Chrismardani (2014) stated that marketing communication plays a very important role in marketing a product, because marketing communication has the ability to arouse the interest of the target audience to make a purchase. A well-planned strategy, marketing communications includes the use of appropriate communication techniques and media. Therefore, the desired information and influence from a company that carries out a marketing communication strategy will be achieved.



Marketing communication plays a very important role for marketers, because it is an attempt to convey messages to the public, especially target consumers, regarding the existence of products in the market. The concept that is often used in conveying messages when carrying out marketing strategies is integrated marketing communication (IMC). Often use this concept because marketers use various types of promotions such as advertising, sales promotion, personal selling, public relations, and direct marketing in a plan to promote products (Shatria, 2016).

Companies that build communication through marketing communication strategies are expected to create effective communication in promoting products to their consumers, because the main goal of companies that apply the marketing concept is to pay attention to customer satisfaction (Lubis & Sulviawati, 2013). Meanwhile, according to Keller (2010) states that a good marketer must understand the important things in marketing their products, namely that there are various marketing communication options offered so that their products are sold. In addition, marketers must understand how to properly combine their marketing communication programs so that marketing strategies run optimally.

Marketing activities use communication techniques aimed at providing information in the hope that the company's goals can be achieved which is aimed at strengthening marketing strategies, in order to achieve wider segmentation (Mahfoedz, 2010). Marketing communication refers to activities aimed at creating interactive and positive relationships between companies and consumers. Activities in marketing communications aim to demand companies to be able to meet the needs and desires of consumers for their products.

#### 1.2.2. Integrated Marketing Communication (IMC)

According to Kotler & Armstrong (2008), Integrated Marketing Communication (IMC) is a concept in which a company integrates and coordinates various communication channels to send clear, consistent, and convincing messages regarding the company and its products. IMC can unite planning, action and coordination in marketing communications. By using the IMC approach, it can create and maintain a relationship between a company and a brand and consumers.

Followed by Naeem, Bilal, & Naz (2013), Integrated Marketing Communication (IMC) is a term that emerged at the end of the 20th century about the consistent application of brand messages across various marketing channels. IMC was developed primarily to answer a business need to offer clients more than just standard advertising. Meanwhile, according to Wang (2009),

Integrated Marketing Communication (IMC) is a basis in communication designed to ensure that all products produced by one company are better than other companies in the same industry. IMC is formed in all aspects of marketing communication such as advertising, public relations, promotion, Corporate Identity System (CIS), direct marketing, events, packaging design, etc.

The important benefit of IMC is to appreciate the importance of marketing strategies and corporate branding of new communication tools, such as direct marketing, Internet marketing, or various types of sales promotion (McGrath, 2005) IMC can also assist in creating consistent coordination and messaging across various communication channels. In addition, the IMC concept is very valuable because it emphasizes its importance on customer loyalty. According with Purwaningsih & Purworini (2016), the strength of IMC in business activities is sufficient to make IMC an activity that needs to be carried out by a company in an effort to advance its business.

According to Fill (2005) in marketing communication, there are components of Marketing Communication Tools that can be used as an IMC strategy in various combinations of functions that are different from target consumers or the public. The elements in Marketing Communication Tools, namely: (1) Advertising is a form of promotion in mass communication to attract consumer trust, (2) Sales Promotion is a promotional strategy by providing vouchers, coupons, discounts, etc. as a form of offering to consumers, (3) Personal Selling is a seller who explains the features of a brand face-to-face to the buyer, (4) Public Relations is responsible for all programs designed to promote and protect the company's image, (5) Direct Marketing is a marketing system that uses media such as email, text messages, catalogs, brochures, and so on.

According to Diwati & Santoso (2016) most of the marketing experts and practitioners formulate that the essence of the concept of integrated marketing communications is the interaction of all marketing communication efforts carried out by a brand. This integration can be in the form of a combination of above the line and below the line, or between online and offline media, or it can even be between broadcast media (one-way communication) and social media (two-way communications). The marketing communication integration approach is an important strategy for a company that wants to strengthen its brand into the minds of consumers to maximize it.

Based on previous research conducted by Sobari & Hariyanti (2017) entitled "Marketing Communication Strategy (IMC) of the Banten Province Tourism Office in Promoting Banten

Tourism", the purpose of this study was to see whether the Banten Provincial Tourism Office used a communication strategy. Integrated Marketing Communication (IMC), its implementation, and knowing the opportunities and obstacles that are received by the Banten Province Tourism Office. The results of this study explain that the Banten Province Tourism Office uses a marketing communication strategy to promote tourism objects in Banten Province so that the goal of realizing competitive and sustainable Banten tourism can be achieved. This promotional activity strategy is called Integrated Marketing Communication (IMC).

Meanwhile, in this research, the researcher will explain how the Integrated Marketing Communication (IMC) strategy carried out by PT. Sinergi Colomadu by using IMC tools. Therefore, an Integrated Marketing Communication (IMC) strategy is needed to achieve goals in developing and promoting De Tjolomadoe tourist destinations.

### **1.3. Formulation of the problem**

Based on the above background, the formulation of the problem in this study is how the Integrated Marketing Communication (IMC) strategy carried out by PT. Sinergi Colomadu to De Tjolomadoe?

### **1.4. Tujuan Penelitian**

The purpose of this research is to find out how the Integrated Marketing Communication (IMC) strategy carried out by PT. Sinergi Colomadu to De Tjolomadoe.

## **2. METHOD**

This study uses a qualitative descriptive research approach, which aims to provide information and describe how the Integrated Marketing Communication (IMC) strategy is carried out by PT. Sinergi Colomadu to promote De Tjolomadoe. Data collection techniques in this study used in-depth interviews and observations to obtain information from the research objectives by means of questions and answers and face-to-face meetings with the informants (Sugiyono, 2014).

The sampling technique or informant sourcing in this study used the simple random sampling technique, which is a random sampling technique from members of the population that provides equal opportunities for each element (member) of the population to be selected as sample members. The informants interviewed in this study were the General Manager of PT. Sinergi Colomadu, Sales & Marketing Manager of PT. Sinergi Colomadu, and two staff from Marketing Communication PT. Sinergi Colomadu. The characteristics of these informants have

been adjusted to the needs required in the study because they have detailed and comprehensive information about the problems raised in this study so that they can dig deep information. The population of this study was all marketing communication staff at PT. Sinergi Colomadu and the samples taken are general marketing, marketing managers and some of the marketing communications staff of PT. Sinergi Colomadu to be taken at random.

This study uses primary data sources that come from informants from PT. Sinergi Colomadu represented by De Tjolomadoe's marketing communication staff and supplemented with secondary data such as using literature books, journals, and supporting documentation images from official websites, social media accounts, and non-online documentation owned by De Tjolomadoe. The data analysis technique used in this study uses steps according to the theory of Miles, Huberman and Saldana. According to Sugiyono (2014), according to this theory, analyzing data in three steps, namely, data condensation, presenting data (display data), and drawing conclusions or verification (conclusion drawing and verification).

In data condensation, researchers refer to the process of selecting, focusing, simplifying, abstracting and transforming data contained in field notes and interview transcripts. Then the next step, the researcher presents the data (data display) in the form of a brief description by combining the compiled information to draw conclusions. Finally, in the conclusion step, the researcher concludes that the data is in accordance with the formulation of the problem that has been put forward, namely to find out how the Integrated Marketing Communication (IMC) strategy carried out by PT. Sinergi Colomadu to promote De Tjolomadoe tourist destinations. This study uses source triangulation which is used as data validation to ensure that the final results of this study are correct and in accordance with the existing problem formulations.

### **3. FINDINGS AND DISCUSSION**

In this section, the researcher will present the results of the analysis based on interviews that have been conducted with informants and have gone through the transcript process. The units of analysis below have been grouped according to the subject and focus of the questions that have been adjusted.

#### **3.1 Advertising**

The marketing strategy is carried out by making promotions and cooperating with several related parties so that they work together in implementing the concept of the marketing strategy that has been created. The marketing concept carried out by PT. Sinergi Colomadu uses the concept of Integrated Marketing Communication (IMC) or integrated marketing communication by optimizing all existing channels. Advertising is one of De Tjolomadoe's marketing strategies to promote its products. According to Kusniadji (2017), advertising as a form of marketing communication program that is more focused on providing information or knowledge and persuasion to audiences about the products of a company through paid mass media, generally emphasizes the benefits of products for meeting the needs of the audience.

The promotions they do use online media such as social media and conventional media to expand marketing such as newspapers, magazines, flyers, banners, and Videotron. The purpose of PT. Sinergi Colomadu regarding De Tjolomadoe was revitalized because the very strong historical background made the Colomadu sugar factory building a cultural heritage, thus encouraging PT. Sinergi Colomadu to revitalize the building which can then be re-functioned by promoting and introducing De Tjolomadoe by carrying out advertising activities such as making events. Based on the answers obtained by researchers through interviews conducted with informant C, it was stated that:

“Kalau iklannya sendiri, kalau misal dari yang apa namanya, yang broadcast yaa kita tuh di radio, kemudian kalau misal di cetak kita ada di koran, majalah, kemudian iklan di sosmed sendiri, di promote ig, itu di facebook. Iklannya sih sejauh itu masih kadang juga kalau ngiklan kita pas ngiklan di banner atau kita di video trone gitu” (Informan C, Staff *Marketing Communication* PT. Sinergi Colomadu, 18 Agustus 2020).

The use of De Tjolomadoe's Instagram social media by PT. Sinergi Colomadu's as a medium in promoting De Tjolomadoe is the most influential medium as a promotional medium. Instagram De Tjolomadoe uses several existing tools such as photos and videos. The @detjolomadoe\_official Instagram account is managed by the Marketing Communication Staff of PT. Sinergi Colomadu with the aim of introducing, providing information, and promoting an event that will be held at De Tjolomadoe. Thus, the management of social media accounts is carried out by staff in a professional manner with their respective functions and duties, including serving as content creators, uploading and as a photographer.

The use of Instagram accounts as a tool of promotional advertising is offered to attract consumer interest. In promoting De Tjolomadoe, PT. Sinergi Colomadu collaborates with other

Instagram accounts to advertise De Tjolomadoe. One of the Instagram accounts in collaboration with PT. Sinergi Colomadu's is @agendasolo, for example with De Tjolomadoe collaborating in the form of photo posting advertisements on the @agendasolo Instagram account, which is about the Wedding Gallery.



Figure 1 De Tjolomadoe's ad post on the @agendasolo Instagram account

Source: Instagram @agendasolo on March 13, 2021

Advertising activities in the marketing strategy that carried out by the Marketing Communication Staff of PT. Sinergi Colomadu is implemented because it can strengthen De Tjolomadoe's marketing in promoting a product being sold or an event that will be held at De Tjolomadoe. According to Meilasari and Sari (2020), advertising is a form of marketing communication that aims to provide product information with persuasive advertising content by prioritizing providing information about the advantages of the products offered. The Marketing Communication Staff of PT. Sinergi Colomadu conducts advertisements on solo radio and ptpn radio which have the same segmentation so that their targets are right on target. This advertising activity is believed to be able to strengthen the marketing promotion carried out on De

Tjolomadoe with a predetermined target market to be more developed and wider. So that the advertisements that are produced are able to cover all ages and all groups which have a positive impact by increasing the number of visitors who come. The results obtained from performing advertising activities are able to expand the coverage of the target market so that it is right on target.

The form of media planning carried out in advertising activities with outside parties is by bartering. One example is if SoloPos wants to hold an event using De Tjolomadoe as the location of the event, then De Tjolomadoe will give a special price because if one day De Tjolomadoe wants to hold an event, then PT. Sinergi Colomadu will carry out promotions at SoloPos as a form of bartering. Another example is if there is a holiday celebration such as Valentine's Day, the marketing communication division of PT. Sinergi Colomadu conducts advertising promotions at SoloPos radio where the average listener from SoloPos radio is millennial children by issuing a promotional dinner package for two people targeting millennial children with an age range of 15-30 years which correspond to the Valentine's Day celebration. This is done so that promotions carried out in advertising activities can be on target and can strengthen marketing.

With De Tjolomadoe making events and doing promotions, the results obtained are attracting consumers to come and visit De Tjolomadoe, which then consumers know that De Tjolomadoe contains a museum, MICE, which then from this insight the consumers manifest an attitude of excitement so that there is encouragement. Which embodies consumer behavior, namely the desire to return to De Tjolomadoe.

The result of the existence of PT. Sinergi Colomadu conducts advertising activities, namely getting a response from customers about De Tjolomadoe because the response becomes an attitude with the emergence of a sense of excitement from consumers, which then creates consumer behavior to come to De Tjolomadoe. Observations found that De Tjolomadoe's consumer response can be seen from the review data of De Tjolomadoe's google business visitors, the results of the review are verified that De Tjolomadoe has received five stars with 14.364 comments. From this, De Tjolomadoe received a positive response from the promotional efforts that have been made.

There are also advertising activities carried out by the marketing communication division of PT. Sinergi Colomadu's in conducting promotions, namely by distributing flyer on CFDs. In this activity, the marketing communication division of PT. Sinergi Colomadu explains and

educates the details of CFD visitors about the De Tjolomadoe museum, so when visitors want to come to visit De Tjolomadoe at least they already have an idea of what De Tjolomadoe is like. This is supported by a statement from Shimp (2014) in his book entitled "Integrated Marketing Communication" that advertising is valued because it is an important communication function implementer for a business company and other organizations, namely as providing information, reminding, providing added value, or accompanying other efforts by the company.

### **3.2 Sales Promotion**

The sales promotion strategy carried out by PT. Sinergi Colomadu's introduction of the De Tjolomadoe promotion program was carried out online and offline. The promotion strategy uses standard operating procedures (SOPs) which are then translated into action plans. According to informant M, in determining the sales promotion strategy it begins with creating an event concept, then from the concept it is translated into a proposal which is then processed by taking into account the budget that will be spent, then given to the graphic design team to make marketing tools such as making flyers or promotion on social media and finally collaborating with partners to work together as sponsors or event organizers to market and sell these products.

One form of sales promotion carried out by PT. Sinergi Colomadu is to make various promotional packages. Based on the answers obtained by the researcher through interviews conducted with informant M, it was stated that:

“Ya. Melakukan promosi kita tetap create ya tiap aaa bagian kita create untuk promosinya itu. Jadi beberapa promo-promo itu mungkin bundling tiket, promo diskon tiket ya kan, voucher, diskon kita lakukan banyak. Banyak sekali Mbak, promo-promo itu kita lakukan untuk itu” (Informan M, *Sales and marketing manager PT. Sinergi Colomadu*, 19 Agustus 2020).

According to Kusniadji (2017), sales promotion is widely used to stimulate people to make purchases. Promotion plays a very important role in product marketing because promotion has the ability to arouse the interest of the target audience to make a purchase. In carrying out its sales promotion strategy, PT. Sinergi Colomadu uses two strategies in reaching consumers. The first strategy is to make "sales calls" to consumers or target markets directly. Then the second is to hold an event at De Tjolomadoe to attract consumers by means of all staff from PT. Sinergi Colomadu who became EO or as executor. De Tjolomadoe also offers various packages such as meeting packages and wedding packages when a customer comes as a visitor who will come back one day to hold an event, meeting or wedding at De Tjolomadoe. Apart from doing this



promotion, PT. Sinergi Colomadu also participated in a two-week wedding exhibition held by Solo Paragon Mall. According to Resmawa (2017), sales promotions are often found at exhibitions or the like. Sales promotion that can attract consumers by providing discounts and other attractive bonuses. PT. Sinergi Colomadu makes designs by bundling or selling products in one package at a lower price with the aim of attracting consumer sympathy in achieving sales of a predetermined target market. After making the bundling, PT. Sinergi Colomadu details the price of the wedding packages that will be offered by adjusting the prices in terms of catering, themes, venues, decorations and so on. After everything was in order, then made a design about wedding customs, wedding themes, catering and then submitted it to the graphic design team from the marketing communication division of PT. Sinergi Colomadu to create flyers which are then printed and distributed via social media during exhibitions so that they can reach consumers from afar.

One other strategy in reaching consumers from PT. Sinergi Colomadu, namely giving giveaways to their followers on social media with the aim of attracting other consumers through invitations from fellow De Tjolomadoe consumers. The giveaway given to followers who win from the giveaway lottery on social media is free entry into the museum for two winners, getting souvenirs from De Tjolomadoe's Goela Souvenir Shop, and getting free dinner at street food which is part of De Tjolomadoe's products which is later published on social media from each winner so that it becomes another invitation for other consumers. According to Kartikasari (2014), the purpose of sales promotion is to accelerate buying decisions or motivate customers to use certain goods or services immediately in larger volumes on each purchase, or buy more often.

However, during this pandemic the strategy carried out in sales promotion activities to keep attracting consumers from De Tjolomadoe is to provide discounted promos for photo rentals or commercial photoshoots such as pre-wedding photos and photos for school or campus graduations. This promotion was carried out to let the public know that De Tjolomadoe is still open and serving people who want to rent a place for photos but must make a reservation in advance due to the Large-Scale Social Restrictions (PSBB). The promo price given for commercial photoshoots is Rp. 330,000-, which previously cost Rp. 550.000-, then this promo will be posted on all De Tjolomadoe social media accounts.

According to Meilasari and Sari (2020), sales promotions are generally carried out by a company or business to stimulate purchases. The interest of potential customers will be stimulated by the existence of various sales promotion programs. Sales promotion that is commonly done is with a discount program. Meanwhile according to Hasri (2017), customer-oriented sales promotion is aimed at users of a product or service which includes giving coupons, giving product samples, and giving discounts to consumers or target markets, besides giving lucky draws, conducting contests or competitions in conducting promotions is also an instrument in carrying out promotions, where this kind of activity can attract customers and market segments to buy so as to increase the company's sales value.

### **3.3 Personal Selling**

Personal selling activities carried out by PT. Sinergi Colomadu is carried out by distributing flyers on Car Free Day (CFD) or at exhibitions. This method is used to provide information that there will be an event that will be held at De Tjolomadoe. In the flyer distribution method, this is a form of face-to-face contact with potential customers where De Tjolomadoe tries to persuasively inform and invite potential customers to come and buy their products or services.

As stated by informant C, namely:

“Kalo personal selling itu biasanya kegiatan kita kita lakukan ketika flyering, ya. Misalnya ketika CFD, atau ketika kita ikut pameran” (Informan C, Staff *Marketing Communication* PT. Sinergi Colomadu, 18 Agustus 2020).

Flyering is done based on the database PT. Sinergi Colomadu has when they participate in exhibitions or events. From participating in the exhibition, which is the basis for the existing visitor database, there are more young people or millennials because De Tjolomadoe is one of the Instagramable places that millennials love. Personal selling, which is conducted face-to-face with potential customers, aims to present the products they sell. This is followed by a statement from Kusniadji (2017) that personal selling is easier to provide complete information to consumers, so that communication built through individual sales is much better able to understand what consumers want. The results obtained from flyering at the exhibition were the interest from potential customers who visited the exhibition by means of these candidates contacting De Tjolomadoe from the contact person who was given during the presentation at the exhibition. After prospective customers contacted De Tjolomadoe, De Tjolomadoe followed up

to offer various kinds of promotional packages that had been provided, so that the personal selling carried out by PT. Sinergi Colomadu had a good influence on De Tjolomadoe.

The rest of the personal selling activities carried out by PT. Sinergi Colomadu has a positive impact on customer loyalty through the steps used by the marketing communication staff of PT. Sinergi Colomadu. This is supported by a statement from Rohaeni (2016), promotions carried out through personal selling are very much needed if the product needs further introduction to potential consumers, because if the promotion is only through advertising media, the message conveyed about a product is very limited so that it will more effective if the message of the product is delivered directly, then many companies choose promotion through personal selling which is expected to increase the volume of sales of the product or service offered. Meanwhile, according to Kartikasari (2014), personal selling is assumed as a way to seek purchase requests from consumers for products or services offered by the company.

### **3.4 Public Relations**

Slightly different from other companies, PT. Sinergi Colomadu does not have a public relations division. This is because currently there are only three personnel from the marketing communications division. From the data obtained in the study, it can be seen that PT. Sinergi Colomadu considers the work of the public relations division to be handled by the marketing communications division. In fact, along with the times, the public relations division is very important to stand alone. Public relations has a very big role for the survival of a company, because it brings the image of a company through two-way communication, namely internal public relations and external public relations (Mardhiah, 2020).

According to Keke (2015), public relations has a management function that evaluates public attitudes, identifies policies and procedures of individuals or companies with public interests and carries out a plan to increase public understanding and acceptance. Therefore, the high influence of public relations carried out is not limited to service activities for the surrounding community, but public relations also builds and maintains a good and useful relationship between a company and the public so that it greatly influences the success or failure of a company.

The function of the role of the public relations division in the marketing communication division at PT. Sinergi Colomadu's is to do well with external parties, such as doing CSR, media relations, making press releases and so on. Indirectly, when PT. Sinergi Colomadu requires the

function of public relations, then the marketing communications division will be the representative of public relations. Therefore, the function of public relations can be combined with the task of marketing communication to become one division, namely the marketing communication division. Public relations activities such as CSR, media relations, making press releases and so on are all handled by the marketing communications division. So evaluated by PT. Sinergi Colomadu that for the existence of an independent public relations division is not yet fully needed. When PT. Sinergi Colomadu requires a function from the public relations division, so parties from the marketing communication division are representatives of the public relations division, such as a statement from the Sales & Marketing Manager of PT. Sinergi Colomadu that:

“Jadi kalau kita ngomong marketing komunikasi, ketika ngomong marcom itu kan fungsi dari marcom itu kan humas atau public relations nya. Nah jadi apa yang dilakukan oleh public relation itu sudah pasti dilakukan oleh seorang marketing komunikasi, kayak gitu atau marcomnya” (Informan M, *Sales and marketing manager PT. Sinergi Colomadu*, 19 Agustus 2020).

According to Gobel, Mingkid and Waleleng (2017), public relations activities are needed as a potential pathway to influence or have a direct effect on the behavior of consumers who are targeted. The activities of public relations are one of the important elements of integrated marketing communications that are used to achieve maximum results from a marketing activity. Public relations activities in the marketing communication division at De Tjolomadoe perform relationship functions both through social media and in-person, face-to-face meetings such as social activities, public relations activities carried out by the marketing communication division, among others, carrying out Corporate Social Responsibility (CSR) activities such as making Goela De Tjolomadoe souvenir shop in collaboration with Micro, Small, and Medium Enterprises or MSMEs around De Tjolomadoe, namely with UMKM (International Council for Small Business) or ICSB. Various kinds of products from MSMEs in Goela De Tjolomadoe's gift shop include batik, mugs, t-shirts, pouches, Karanganyar and Solo typical snacks, bags, and many others. With the existence of MSMEs in De Tjolomadoe, this helps improve the economy and creates new jobs for the people around De Tjolomadoe, so that De Tjolomadoe gets a national award from the ICSB which is given directly by the President of ICSB Indonesia Dr. Jacky Mussry to the President Director of PT. Sinergi Colomadu Rachmat Priyatna for the dedication and efforts given by De Tjolomadoe by contributing to advancing MSMEs, then collaborating with the media or media relations to help companies get out of negative issues,

making press releases to spread information related to De Tjolomadoe products and increasing trust from raising trust and relationships from the community or the public, build relationships with the local community and strive to build a positive image in the community.

PT. Sinergi Colomadu maintains relationships with print media, broadcast media, EO, WO, vendors, and companies that have been partners in relation to their products. The media which has a relationship with PT. Sinergi Colomadu include Solo Pos, Solo Radio, and Metta FM. Media relations that exist between PT. Sinergi Colomadu and the media can give a positive impression to De Tjolomadoe, because media relations are a treatment in the event of a corporate crisis by reporting news about positive things. When De Tjolomadoe experienced a corporate crisis regarding bad news about the high price of drinks at Besali Cafe De Tjolomadoe, PT. Sinergi Colomadu immediately took action by evaluating and using media relations to admit mistakes that had occurred and seeking evaluation by making efforts and positive news in order to regain the trust of the public and restore the company's image to be positive again. Media relations that exist between PT. Sinergi Colomadu and the media are mutually beneficial. So if one of the media wants to hold an event, De Tjolomadoe will give a special price rate, and vice versa if De Tjolomadoe wants to hold an event then they will promote the event through media that have collaborated or in other words. Namely, the semi-bartering system.

The advantage of having a relationship with the media can save promotional costs, can add content, and the target market will expand. With the promotion of cooperative activities with the media it can provide convenience and increase the power of the promotional strategy to build closeness to the community using the media. As a means of promotion such as press conferences and conducting activities that benefit the communities around the De Tjolomadoe area.

One of the ways the marketing communication division builds relationships with the public using media, among others, is by sharing many promos on social media, efforts such as greeting and maintaining to followers of De Tjolomadoe's social media accounts who often ask questions on the hotline, responding to questions from followers who ask at Direct Message (DM) on Instagram and often giving giveaway aims to establish a close relationship between PT. Sinergi Colomadu with the community. In accordance with Nasution's (2019) statement, the main function of public relations is to achieve goals and create a positive image for the company, in addition to maintaining good relations with the internal public and the external public. The

internal public is the public inside the company while the external public is those who have an interest in the company and are outside the company.

### **3.5 Direct Marketing**

The form of direct marketing used by the marketing communication division of PT. Sinergi Colomadu is using the telemarketing method. The telemarketing method is used to provide information in a relatively short time and to market the products that De Tjolomadoe offers so that it is easier for consumers to accept because of its nature which is like speaking directly to consumers even though it passes through the media. Direct marketing implemented by PT. Sinergi Colomadu uses their visitor database by blasting or sending proposals in bulk to consumers or companies via email with the aim of providing product offerings.

Several forms of media used in direct marketing conducted by PT. Sinergi Colomadu, namely social media, print media and electronic media. As for the answer expressed by informant C, namely:

“Kalau untuk medianya sih pasti yang kita punya sosial media, ya. Sosial medianya apapun dari instagram, facebook, youtube, email. Kemudian kita juga hotline dengan whatsapp, kemudian by phone juga, kemudian media-media seperti kayak media cetak, kayak yang di koran, di banner, di video tron. Terus eee macem-macem sih medianya. Kurang lebih seperti itu” (Informan C, Staff *Marketing Communication* PT. Sinergi Colomadu, 18 Agustus 2020).

According to Meilasari and Sari (2020), direct marketing is not only to promote products directly, but also to get feedback or provide direct responses to consumers through internet-based media. When doing promotions on social media, consumers will get a faster response because now almost everyone has a social media account in this all-digital era. The response from consumers is what then makes direct marketing carried out by PT. Sinergi Colomadu is easier to reach consumers. Direct marketing is used by companies to deal directly with individual consumers to get an immediate response, the goal is to offer products and to build relationships with customers (Keke, 2015).

One of the social media that is fast in getting a response from consumers is Instagram because using social media Instagram can easily determine to reach or adjust the target market and can be more efficient in terms of cost and time when doing promotions. From the response on Instagram, PT. Sinergi Colomadu can see how many people are interested in the promo content that has been uploaded through the De Tjolomadoe Instagram account by seeing the results of the number of likes, comments, reach or the number of accounts that have seen content

from De Tjolomadoe's Instagram, impressions or how many times the content from De Tjolomadoe's Instagram. De Tjolomadoe appeared on the account screen of De Tjolomadoe's Instagram followers, so finally consumers of De Tjolomadoe's Instagram followers felt interested and contacted PT. Sinergi Colomadu to find out more information. The reason from PT. Synergy Colomadu carries out the concept of IMC Tools, namely because it is considered effective and can cover the whole to carry out marketing strategies and is considered to be able to attract the overall target market. Overall, according to Kotler & Armstrong (2014), direct marketing is a direct relationship with consumers to get direct responses from both parties and to establish good relationships with customers.

#### **4. CLOSING**

From the results of the discussion previously described, the researcher concluded that PT. Sinergi Colomadu utilizes the concept of Integrated Marketing Communication (IMC) which plays a very important role in conveying messages to consumers in implementing marketing strategies. The marketing strategy carried out by PT. Sinergi Colomadu using the IMC concept which has five elements, namely advertising, sales promotion, personal selling, public relations, and direct marketing.

In this concept, all activities of the Integrated Marketing Communication (IMC) strategy are carried out in order to promote and introduce De Tjolomadoe to the public or consumers by using a strategy from the IMC concept. Advertising is one of De Tjolomadoe's marketing strategies to promote its products by using online media such as social media and conventional media to expand marketing. Sales promotion activities carried out by PT. Sinergi Colomadu is to make various promotional packages by bundling tickets, discounts and giving vouchers. In carrying out the sales promotion strategy, there are two strategies in reaching consumers, namely by making "sales calls" and making an event and giving a giveaway to their followers on De Tjolomadoe's social media to attract consumers by means of all staff from PT. Synergy Colomadu who became EO or as executor. Personal selling activities carried out by PT. Sinergi Colomadu is carried out by distributing flyers on Car Free Day (CFD) or at exhibitions to provide information that there will be an event that will be held at De Tjolomadoe. Public relations activities carried out by the marketing communication division of PT. Sinergi Colomadu's is to carry out Corporate Social Responsibility (CSR) activities, make press releases,

establish relationships with the media and the local community and strive to build a positive image of De Tjolomadoe. The form of direct marketing used by the marketing communication division of PT. Sinergi Colomadu is using the telemarketing method. The media used are social media, print media, and electronic media by using their visitor database by blasting to consumers or companies via email as a product offering.

## **PERFORMANCE**

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